MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

MCM7133 – HUMAN COMMUNICATION AND KNOWLEDGE MANAGEMENT

(All sections / Groups)

18 JANUARY 2016
5.00 pm – 7.00 pm
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of 4 pages (including this cover page).
2. Section A: Compulsory: Questions 1,2 and 3
   Section B: Choose 1 question from Question 4 or 5
3. Please print all your answers in the answer Booklet provided.

Section A: Answer ALL question 1 - 3. All questions carry equal marks and the distribution of the marks for each question is given

Question 1

A) Communication is the transference and understanding of meaning, explain with example the importance of having intrapersonal communication, interpersonal communication, group communication and public communication in an organization?

(20 Marks)

B) What are the Knowledge Management (KM) enablers?

(5 Marks)

Question 2

A) Framework for Team Knowledge Management consists of platforms, norms, processes, tools and leadership. Explain the **platforms, norms** and **tools** used in team knowledge management?

(15 Marks)

B) Groupthink is the tendency of a tightly knit group to bring individual thinking in line with the group's thinking. Give 5 ways on how to prevent groupthink?

(10 Marks)

Continued…

Question 3

A) What is community of practice? Give your explanation on the four (4) major type of communities?

(15 Marks)

B) What are the success factors for successful knowledge management initiatives in an organization?

(10 Marks)

Section B: Answer ONE question only. All questions carry equal marks and the distribution of the marks for each question is given

Question 4

A) There are two (2) types of communication network, centralized network and decentralized network. How can the decentralized network benefit the organization?

(10 Marks)

B) There are two (2) types of organizational flow, vertical and horizontal. Explain with example vertical communication use in an organization?

(15 Marks)

Continued...

Question 5

A) Irrespective of which KM technology and definition you employ, a good story is the simplest and most powerful way to create a desired future. How best to kick start a knowledge sharing session in an organization?

(10 Marks)

B) Mentoring is one of the knowledge management initiative in an organization. Explain what is mentoring and how it can be delivered in an organization?

(15 Marks)

End of Page.